# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:3639
ANSWERED ON:07.12.2016
Modernization of AIR/DD
Yadav Shri Laxmi Narayan

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Government has carried out modernisation of All India Radio (AIR) and Doordarshan (DD) to make them more popular;
(b) if so, the details thereof; and
(c) the extent to which reform in broadcasting/telecasting efficiency and quality of AIR and DD has been brought about after modernising them?

## Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.) }

(a) to (c) Yes, Madam. Prasar Bharati has informed that modernization/upgradation is a continuous process and schemes in this regard have been formulated and implemented from time to time. Modernization/upgradation plan covers a broad spectrum, which, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipment and upgradation etc.

Various schemes and works for modernization and technological upgradation of AIR Network have also been approved for implementation under 11th and 12th Plans, some of them includes expansion of FM Services, digitalization of Studios & RNUs, digitalization of connectivity and strengthening of Research and Development etc.

So far as Doordarshan is concerned, as a part of 12th Plan schemes, some schemes of Modernization/ Upgradation of Studios, Transmitters & Satellite Broadcast equipment have been approved for implementation like Digitalization of Studios, modernization of 20 Studio centres by way of replacement of old ageing equipment, replacement of old 100 W Low Power Transmitters (LPTs) by 500W Automode LPTs, upgradation of 18 existing Earth Stations and replacement of Digital Satellite News Gathering System (DSNG).

The programme production quality and broadcast quality of AIR has improved after modernization and technological upgradation.The reach of FM coverage has also been increased and presently available to about 47 % of total population.

Replacement of old transmitters (LPT & HPT) has enhanced system's reliability & performance quality of Doordarshan. Digital transmission has enabled the viewers to receive multiple TV channels in their fixed/mobile receive sets with suitable additional hardware. With the induction of digital equipment, technical quality of programme production and post production has improved.

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